

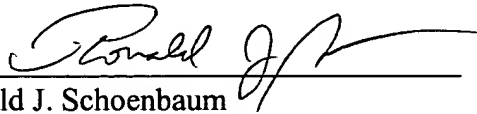
Appl. No. : 09/457,839  
Filed : December 9, 1999

If any issues remain in the present application, the Examiner is requested to call the undersigned representative at his direct dial number of 949-721-2950.

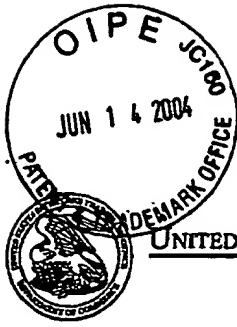
Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 6-10-04

By:   
Ronald J. Schoenbaum  
Registration No. 38,297  
Attorney of Record  
Customer Number 20,995

Attachment: Copy of Office Action mailed on February 18, 2004



AMAZON.025A (K3)  
RDS

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/457,839	12/09/1999	HONG Q BUI	AMAZON.025A	8131
20995	7590	02/18/2004	EXAMINER	
KNOBBE MARTENS OLSON & BEAR LLP 2040 MAIN STREET FOURTEENTH FLOOR IRVINE, CA 92614			SHERR, CRISTINA O	
			ART UNIT	PAPER NUMBER
			3621	

DATE MAILED: 02/18/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

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JUN 17 2004  
GROUP 3600



### Office Action Summary

Application No.

09/457,839

Applicant(s)

BUI, HONG Q

Examiner

Cristina O Sherr

Art Unit

3621

YU

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

**A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.**

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 30 December 2002.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 31-42 and 44-69 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 31-42 and 44-69 is/are rejected.
- 7) ☒ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

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#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. §§ 119 and 120

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\* See the attached detailed Office action for a list of the certified copies not received.
- 13) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.  
a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

#### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☒ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 4,5.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_



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1. This communication is in response to Applicant's Amendment received on 30 December 2002. Claims 31, 36 and 41 were amended. Claim 43 is canceled. Claims 31 – 42 and 44 – 69 remain pending in this case.

***Reasons for Allowance***

2. The following is an Examiner's statement of reasons for the indication of allowable subject matter:

The closest prior art of record shows:

(1) a method and apparatus for electronic commerce (Talati et al, US5,903,878A);

(2) a method and system for providing trusted brokering services over a distributed network (Teper et al, US 5,815,665A);

(3) a tale of Two One-Click Initiatives (Connie Guglielmo, Inter@ctive Week, March 30, 1999);

(4) Digital Wallets project Home Page (<http://www-db.stanford.edu/~daswani/wallets/>);

(5) a server-based electronic wallet system (Motorola, Inc. EP 1 168 264 A2);

(6) an electronic wallet and method of operation of the same (Hitachi, Ltd., EP 0 793 203 A2).

2.1 Applicant's set of claims consists of claims 31 – 42, and 44 – 69.

Independent claim 31 is directed at an electronic wallet system that stores customer information, including including payment information, for each of a plurality of registered users, and disseminates said customer information to

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online merchants in response to requests from the registered users. This claim identifies the uniquely distinct features of tracking item purchases made by registered users from the at least one merchant web site, and provides registered users with online access to histories of such item purchases. Because the closest prior art does not appear to teach or suggest the latter feature, independant claim 31 as well as dependant claims 32 – 35 are deemed allowable.

Independent claim 36 is directed at a service web site that provides functionality for users to register with the wallet service and to provide customer information and authentication information for use of the wallet service. This claim identifies the uniquely distinct feature of a server system that further tracks purchases made by the registered user from the merchant web sites, and provides the registered user with a unified history of such purchases. Because the closest prior art does not appear to teach or suggest the latter feature, independant claim 36 as well as dependant claims 37 – 40 are deemed allowable.

Independent claim 41 is directed at a method for facilitating online transactions between users and online merchants. This claim identifies the uniquely distinct feature of tracking customer information of the registered user to include an interests profile that reflects purchases made by the registered user from each of a plurality of online merchants, such that the merchant web site system may personalize web site content for the registered user. Because the

closest prior art does not appear to teach or suggest the latter feature, independent claim 41 as well as dependant claim 42 is deemed allowable.

Independent claim 44 is directed at method of supporting transactions between users and online merchants. This claim identifies the uniquely distinct feature of generating an interests profile that reflects said purchases made by the user from the plurality of online merchants. Because the closest prior art does not appear to teach or suggest the latter feature, independent claim 44 as well as dependant claim 45 are deemed allowable.

Independent claim 46 is directed at a method of enabling a user to make a purchase from a merchant web site with which the user has not set up an account. This claims identifies the uniquely distinct feature of providing, in a web page of the merchant web site and in conjunction with a description of a purchasable item, a reference to a graphic served by the information service server, such that when a browser running on the computer of the user retrieves the web page, the browser is caused to request the graphic from, and transmit the cookie to, the information service server. Because the closest prior art does not appear to teach or suggest the latter feature, independent claim 46 as well as dependant claims 47 - 52 are deemed allowable.

Independent claim 53 is directed at a system that enables users to make purchases from web sites without submitting payment information to such web sites. This claim identifies the uniquely distinct feature of an information service server system that includes web pages through which users may register and submit payment information, wherein the information service server system

stores cookies on computers of users who register, and uses the cookies to identify such users. Because the closest prior art does not appear to teach or suggest the latter feature, independent claim 53 as well as dependant claims 54 - 59 are deemed allowable.

Independent claim 60 is directed at a method of personalizing a web page of a web site. This claim identifies the uniquely distinct feature of when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an image, and (c) returning the image to the user computer for display within the web page. This method may be advantageously used to personalize the web pages of a third party's web site for a particular user, without exposing any information about the user to the third party. Because the closest prior art does not appear to teach or suggest the latter feature, independent claim 60 as well as dependant claims 61 - 66 are deemed allowable.

In dependant claim 67 is directed at a method of personalizing a web page of a web site. This claim identifies the uniquely distinct feature of when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an image, and (c) returning the image to the user computer for display within the web page.

Because the closest prior art does not appear to teach or suggest the latter feature, independent claim 67 as well as dependant claims 668 - 69 are deemed allowable.

3. Any comments considered necessary by Applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cristina O Sherr whose telephone number is 703-305-0625. The examiner can normally be reached on Monday through Friday 8:30 to 5:00.

5. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell can be reached on 703-305-9768. The fax phone numbers for the organization where this application or proceeding is assigned are 703-305-7687 for regular communications and 703-305-7687 for After Final communications.

6. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.


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March 24, 2003



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SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 3600